



NEWS...

FROM THE CALIFORNIA TRAVEL AND TOURISM COMMISSION

July/August 2004 Issue

The California Travel and Tourism Commission

The California Travel and Tourism Commission (CTTC) is a non-profit organization, with a mission to develop and maintain marketing programs — in partnership with our state's travel industry — that keep California top-of-mind as a premier travel destination, and thus, result in a steady and increasing stream of visitor expenditures. The CTTC, working together with the California Business, Transportation and Housing Agency's Division of Tourism, make up "California Tourism."

From the CTTC Executive Director:

"At the time of this newsletter printing, the 2004-2005 California state budget had not yet been passed by the Legislature and the Governor. However, it is highly anticipated that there will be no public funds allocated to tourism marketing, as was the case with last year's budget. Thus, moving forward into this new fiscal year, the California Travel and Tourism Commission (CTTC) will continue the marketing and promotion for California tourism, operating at a base level of almost \$7 million coming from assessed business revenues. While the \$7 million 2004-2005 marketing plan preserves many components of the program, significant reductions to the advertising campaign will continue. Beyond advertising, the new marketing plan retains an inclusive focus, with unique programs designed to try to maintain California's share of voice amongst competitive destinations with much larger budgets.

The California Travel Industry Association (CalTIA), industry leaders, and the CTTC continue to educate legislators on the strong economic returns that tourism generates and the need to return to a public/private partnership to remain competitive with other destinations. CTTC leadership is also pursuing a strategic planning process to increase the budget through a variety of other industry-driven funding options. For statistics and results stemming from California Tourism's programs over the last five years, please go to www.visitcalifornia.com."

*Best regards,
Caroline Beteta*



- Winter Cooperative Campaign
- California Tourism's "Offer Wizard"
- *The Best of California* TV Series and Web Site
- *California Fast Facts 2004*
- Online Research and Statistics
- *California 2005 Official State Visitor's Guide*
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Be Part of California Tourism's New Winter Cooperative Campaign

A new campaign will launch this fall to promote travel to California during the winter months. A multi-page feature insert will run in the western states in November 2004 in key travel magazines. The piece will also be distributed at trade shows and travel industry events, and will be available online. Travel industry partners can also get involved in the winter campaign by participating in the *free* online "Offer Wizard" (see next entry). For more information on the winter campaign and advertising within the insert, contact Susan Wilcox, Chief Deputy Director, at 916-444-0430 or swilcox@cttc1.com.

Add Your Product to California Tourism's "Offer Wizard"

Did you know that www.visitcalifornia.com is the most visited destination site in the world? Travel industry partners can take advantage with the *free* online "Offer Wizard," an interactive, itinerary-based planning tool that highlights special travel values and incentives on www.bestofcaliforniatv.com and www.visitcalifornia.com. To participate, go to www.offerwizard.com and click on "Business Registration." Once the general information under "Biz Info" has been approved, California companies can submit product offers and discounts. For details, contact Susan Wilcox at 916-444-0430 or swilcox@cttc1.com.

The Best of California (TBOC) Television Series and Web Site

Currently playing in encore showings through the summer, TBOC television series features the travel writers and editors of *Sunset* magazine as they explore the many facets of California tourism. Originally a 13-week series, the show has aired in 19 western U.S. markets, with the potential to reach 15 million TV households. The interactive www.bestofcaliforniatv.com Web site continues to provide additional details on travel products, streaming video, special deals and downloadable coupons via the "Offer Wizard." For more information on a wide range of advertising and sponsorship opportunities, contact Patti Archuletta of K2 Communications at 310-563-2610 or patti_archuletta@k2communications.com.

Get Your Copy of California Fast Facts 2004

Back by popular demand, *California Fast Facts 2004* features valuable California travel statistics, such as: domestic and international visitor volumes; tourism trends; regional profiles; airport arrivals; attendance at major attractions and state parks; and much more! To download, go to www.visitcalifornia.com, click on "Travel Industry," "Research and Statistics," and *California Fast Facts 2004*. For a hard copy, contact Tiffany Urness, Research Manager, at 916-327-3391 or turness@tourism.ca.gov.

Receive Valuable Research and Statistics Online

Monthly bulletins with travel-related research and statistics are now available on California Tourism's Web site (www.visitcalifornia.com). Data includes the most current research, such as domestic and international airport arrivals at LAX and SFO, hotel occupancy, California Welcome Center visitors, Web site visits, and other key travel indicators. To receive a free monthly e-mail subscription linking to the site, send a request with your name, company name and e-mail address to research@cttc1.com.

California 2005 Official State Visitor's Guide (CVG) and Web Site Banners

There is still time to advertise in the 2005 CVG! The CVG is a comprehensive, easy-to-use annual publication featuring California's 12 regions. The 2005 CVG — including accommodation listings, visitor information sources, attractions, suggested itineraries and editorial features — will begin distribution in December 2004. The deadline to purchase CVG enhanced listings is August 13; display advertising and Web site banners must be purchased by September 3. Sponsorship opportunities for the *California 2005 Official State Map* are also available. Contact Barbara Steinberg, Publications Manager, at 916-444-4429 or bsteinberg@cttc1.com for editorial information. Web site banners are also available for an annual rate of \$4,100 net to CVG display advertisers (1/2-page or larger), and can be purchased for a 12-month period or pro-rated when purchased mid-year. For display and banner ads and enhanced listing information, contact Katrynke Carpenter at 714-424-1887 or carpenterk@sunset.com.

New CTTC Media Events

In response to strong interest from the industry and to provide an opportunity to network and reach key media, the CTTC will be conducting two new media events in Los Angeles (November/December 2004) and San Francisco (May/June 2005). These two new events are in addition to the popular New York Media Marketplace and Reception, which is scheduled for February 2005. Preliminary costs for the media events are as follows: San Francisco—\$600; Los Angeles—\$600 and New York—\$1,200 (excluding hotel accommodations where a group rate will be provided). For additional information or to register, please contact Jennifer Jasper, Deputy Director, at 916-447-0981 or jjasper@cttc1.com, or Leona Reed, Communications Coordinator, at 916-444-6798 or lreed@cttc1.com.

What's New in California – Promote Your New Travel Product!

A popular source for story ideas, *What's New in California* is distributed to 3,000 consumer and travel trade media worldwide and posted on www.visitcalifornia.com. The release is also translated into German, Spanish, Portuguese and Japanese. To submit an item or product for consideration in the fall 2004 issue, please include *new* attractions, exhibits, accommodations, unusual tours, museums, events, or major renovations, and send by July 29 to Leona Reed at 916-444-0410 (fax) or lreed@cttc1.com.

Latest California Tourism Web Site Activity

From February through May 2004, California Tourism's Web site (www.visitcalifornia.com) averaged: 206,003 visitor sessions; 92,551 unique visitors; and 5,356,536 hits per month; with an average visitor session time of 7 minutes, 44 seconds. For more information about California Tourism's Web site activity, please contact Andrew Meditz, Publications Coordinator, at 916-319-5425 or ameditz@cttc1.com.

2004-2005 International Trade Shows and Sales Missions

Are you capturing your share of California's resurging international market? The strength of foreign currencies has helped spur strong booking trends from the UK, Germany, Australia, Mexico, Canada, Japan and others. If you would like to better position your product or service to benefit from this opportunistic time, consider joining the CTTC on one of these 2004-2005 programs: Australia/New Zealand Trade and Press Sales Mission from August 16-20; UK Trade Sales Mission from September 13-17; Japan Association of Travel Agencies Congress from September 24-26; World Travel Market and Tour Operator Event (UK) from November 8-11; California, Vegas, Arizona Sales Mission (Mexico) from January 17-21; and ITB (Germany, Europe Trade, Press and Consumer) from March 11-15. For more information, contact Terry Selk, Director of Travel Trade Development, at 916-319-5411 or tselk@cttc1.com.

"Taste of California" Television Series

Following the success of the California Golf TV Series now playing on several golf and travel networks around the world, a similar series for California's virtually endless array of culinary and viticulture experiences will begin production soon! The 13-episode "Taste of California" series will highlight wineries, agriculture, restaurants, spas and other tourism-related venues in participating areas. The Travel Channel in Europe has committed to broadcasting the series across its network, and other distribution channels are being sought. Production begins in September 2004 and the series is scheduled to air in fall 2005. Interested businesses or destinations should contact Terry Selk at 916-319-5411 or tselk@cttc1.com.

CTTC for FREE!

California Tourism is working hard to provide *free* marketing opportunities to our valued assessed business partners with a variety of programs including: the online "Offer Wizard" promoted by the winter 2004 print cooperative campaign, *What's New in California*, Culture California, Shop California, Research, California Meetings/Incentive, International Market Training Seminars, the United Airlines Employee Travel Web site, and many more! To participate, check out the opportunities in this newsletter or contact Susan Wilcox at 916-444-0430 or swilcox@cttc1.com.

CTTC

Sunne Wright McPeak, CTTC Chair
(Secretary, California Business,
Transportation and Housing Agency)

Claire Bilby, CTTC Vice Chair
(Vice President, Sales and Distribution Marketing,
Walt Disney Parks and Resorts)

Ted Burke, CTTC Vice Chair
(Owner, Shadowbrook Restaurant)

Terry MacRae, CTTC Chief Financial Officer
(President, Hornblower Cruises and Events)

Caroline Beteta, CTTC Executive Director

Jennifer Jasper, CTTC Deputy Director

Lisa Kruttschnitt, Newsletter Editor,
CTTC Director of Public Affairs

*California Tourism is a joint marketing venture of the
California Travel and Tourism Commission (CTTC)
and the California Business, Transportation and
Housing Agency, Division of Tourism*

California Travel and Tourism Commission

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CTTC Regional Marketing Representatives

From July 2003 through June 2004, CTTC regional marketing representatives met with over 2,900 businesses and travel colleagues throughout the state. The goal of this program is to spread the word about the extensive California Tourism marketing and cooperative programs available – many at little or no cost! We encourage you to contact your local marketing representative:

| Region | Representative | Contact Information (E-Mail; Phone) |
|--|-----------------|-------------------------------------|
| All Regions | Jennifer Jasper | jjasper@cttc1.com; 916-447-0981 |
| City of San Francisco | Jennifer Jasper | jjasper@cttc1.com; 916-447-0981 |
| San Francisco Bay Area and Central Coast | Jean Johnstone | jjohnstone@cttc1.com; 510-652-3294 |
| Northern and Central CA | Shellie Cook | scook@cttc1.com; 916-933-2433 |
| Northern and Southern CA Mountains | Pettit Gilwee | pgilwee@cttc1.com; 530-583-2138 |
| Ventura, L.A. and Orange County | Bob Amano | bamano@cttc1.com; 626-698-6044 |
| San Diego, Inland Empire and Deserts | Kathy Anderson | kanderson@cttc1.com; 760-635-1375 |

Please note these designations are for outreach purposes only and do not replace the established 12 California Tourism regions used for most marketing purposes. If you have questions, or do not see your area listed above, please contact Jennifer Jasper, Deputy Director, at 916-447-0981 or jjasper@cttc1.com.